



SUSTAINABLE fashion

pop-up exhibition + store
and much more

PRESS RELEASE

New Zealand Fashion Week - Sustainability - #NZFW

Sunday, 23 August 2015

With New Zealand Fashion Week 2015 in full swing this week, the Sustainable Fashion project wants to know where the issue of sustainable fashion sits on the radar for New Zealand designers and consumers.

Bec McMaster is the Lead Catalyst at Sustainable Projects, who have just launched the Sustainable Fashion project - a new collaborative initiative to raise awareness among consumers, fashion labels and retailers through a pop-up exhibition and shop that will tour the country in 2016 and beyond.

Bec says the Sustainable Fashion project is an effort to make sustainable and ethical fashion more accessible to consumers.

"We are interested in understanding the New Zealand consumer's position on sustainable fashion and are launching a short survey for all New Zealanders to take part in. We encourage everyone to take part in this quick four minute survey." bit.ly/sustainingFashion

We are also keen to hear from New Zealand designers who have made a conscious effort to think about how they source materials and services to produce their garments.

"One of our aims is to engage all levels of the fashion community from fashion students, emerging designers, established brands, retailers, buyers, producers, manufacturers, industry experts and fashion media in an on-going conversation about sustainable and ethical fashion choices."

"Ultimately we want to make it easier for consumers and the industry to find out what they need to know about sustainable fashion and empower consumers to make conscious choices about their purchases."

"Climate change is one of the key issues for our generation, however it can seem like an insurmountable challenge for individuals to tackle. We believe that by providing good information to consumers about sustainable (and ethical) fashion, something we all interact with on a very personal and daily level, this can arm consumers to bring about positive change."

If you would like to find out more about the Sustainable Fashion Project please visit <http://sustainableprojects.co.nz/collaboratory/>

You can contact Bec McMaster at fashion@sustainableprojects.co.nz 021 686 224